Smarter Analytics Live 2013

Turning information and insight into actionable business outcomes.

Analytics in the Cloud

Karen Hardie – Senior Technical Sales Consultant

August 2013

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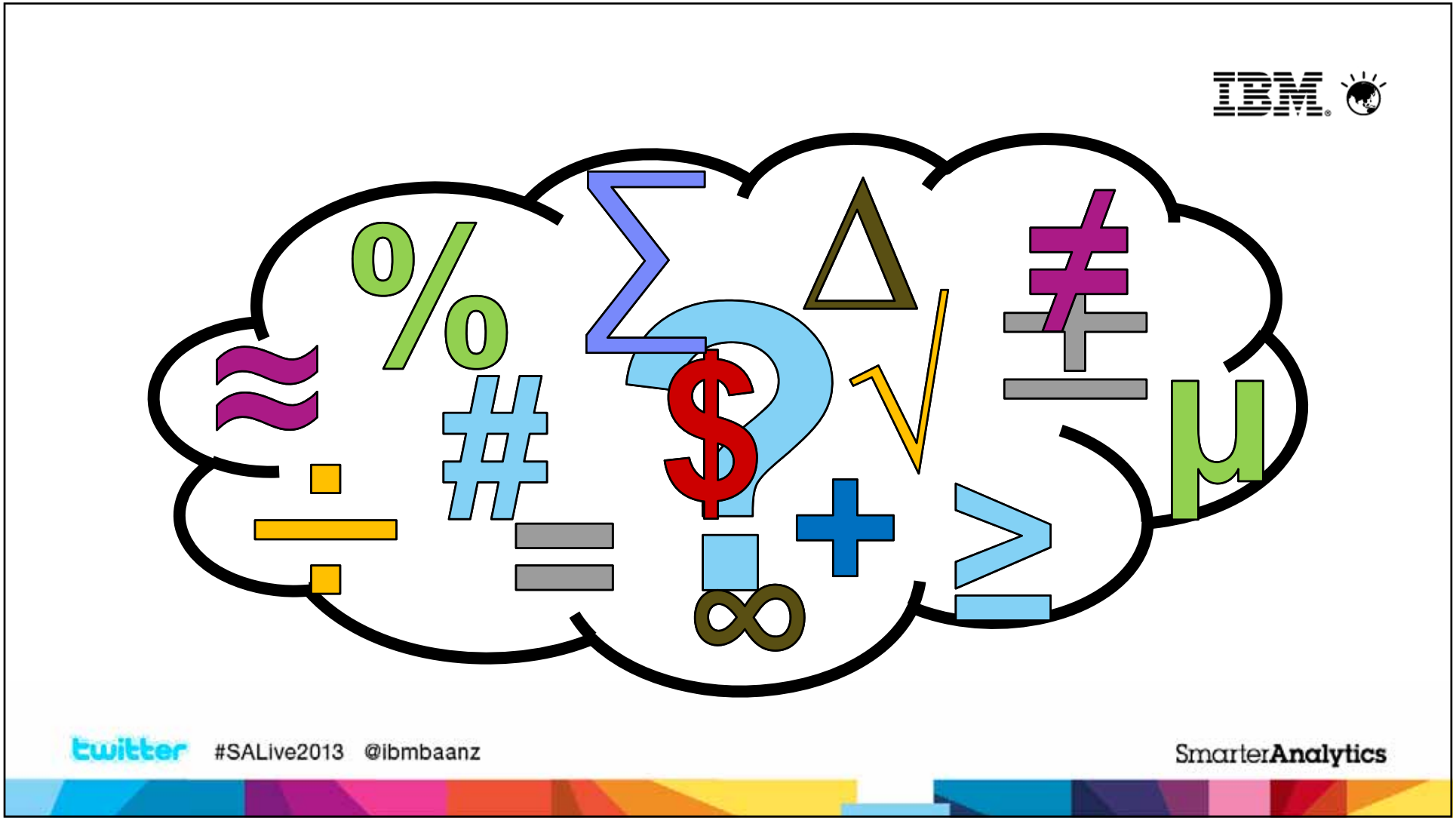
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What is the Cloud?

- Also known as Cloud Computing
- It is an approach, not a technology
- Provides computing resources via the internet
- Incorporates Software as a Service (SaaS)

Challenges with Adopting Technology

Cost
- Software licenses
- Servers and hosting
- Maintenance
- Services

Dependence on IT
- Budgeting/approval
- Resourcing
- Integration with IT/data infrastructure

Challenges with Adopting Technology

Cost

- …enses
- …vers and hosting
- Maintenance
- Services

No up-front investment

Dep…

- …g/approval
- …esourcing
- Integration with IT/data infrastructure

Minimal IT involvement

Challenges with Adopting Analytics

Cost

- …enses
- …vers and hosting
- Maintenance
- Services

No up-front investment

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- …esourcing
- Integration with IT/data infrastructure

Minimal IT involvement

Need for Analytical Expertise

- Hiring
- Training

Time to value

- Need all these in place before starting work
- Complete analysis and deploy results

Challenges with Adopting Analytics

Cost

- …enses
- …vers and hosting
- Maintenance
- Services

No up-front investment

Dep…

- …g/approval
- …esourcing
- Integration with IT/data infrastructure

Minimal IT involvement

Need for A… …pertise

- Hi… …g

No analytical skills required

Time to …

- …se in place
- …e starting work
- Complete analysis and deploy results

Minimizes time to value

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Analytic Answers

A portfolio of subscription-based, cloud-hosted solutions that deliver actionable predictive/prescriptive information directly to the line of business

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Our Clients Realise Huge Value from Predictive Analytics

dc water is life

- ROI: 629%
- Payback: 2 months
- Average annual benefit: $6,559,000

more than just money BECU

- Saved an estimated $1 million annually in staffing costs
- Gained $600,000 in revenue per year from a combination of member retention and new member acquisition.
- 30%+ lift rate on direct mail campaigns.

NUCLEUS RESEARCH

Nucleus found that for every dollar a company spends on analytics, it gets back **$10.66**.

XO Communications

- 60% improvement in revenue retention rates
- Realizing millions of dollars in annualized revenue protection

lancaster ca
it's positively clear

- Crime rate reduction of 35%
- Annual ROI: 1301%
- Annual benefit $1.3 million
- Payback in 1.5 months

FIRST TENNESSEE
powering your dreams

- 600% ROI through more efficiently allocated marketing resources
- 3.1% increase in marketing response rate
- 20% reduction in mailing costs and 17% reduction in printing costs

IBM Analytic Answers - Available Today

Prioritized Collections

Increase successful receivables collections rate ...

Which of my overdue debtors are likely to pay? How much can I recover from them, and which treatment will be most effective for each?

Donor Contribution Growth

Maximise donor generosity ...

What is the likelihood that my current donors or constituents will pledge a donation, how much are they likely to contribute, and what is the best approach to maximize their generosity?

Student Retention

Sustain student enrollment levels ...

Which of our students are at risk of disengaging? How should we intervene to get them back on track and avoid the possibility of their dropping out?

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IBM Analytic Answers - Available Today

Insurance Renewals

Retain policyholders ...

Which of my insurance policy holders are unlikely to renew next month? How could I persuade each one to stay loyal?

Purchase Analysis & Offer Targeting

Increase customer spend ...

Which products do my customers tend to buy together? Can I leverage that knowledge to create combination offers and promotions that increase basket size and revenue per customer visit?

Telco Churn

Increase customer retention ...

Which of my customers are likely to defect to another carrier in the coming months? What is the right program or incentive I could extend that would keep them loyal?

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IBM Analytic Answers Involves Three Simple Steps

Subscriber

Prepare and transfer historic data

Build & customize Analytic Answers predictive models

Repeat

Upload data to UI for scoring

Score data against models (automated)

Download scores and apply insights to your

Provide and maintain hosting environment

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Social Media Analytics

Go beyond social media "listening" by transforming massive volumes of social media data into business insights

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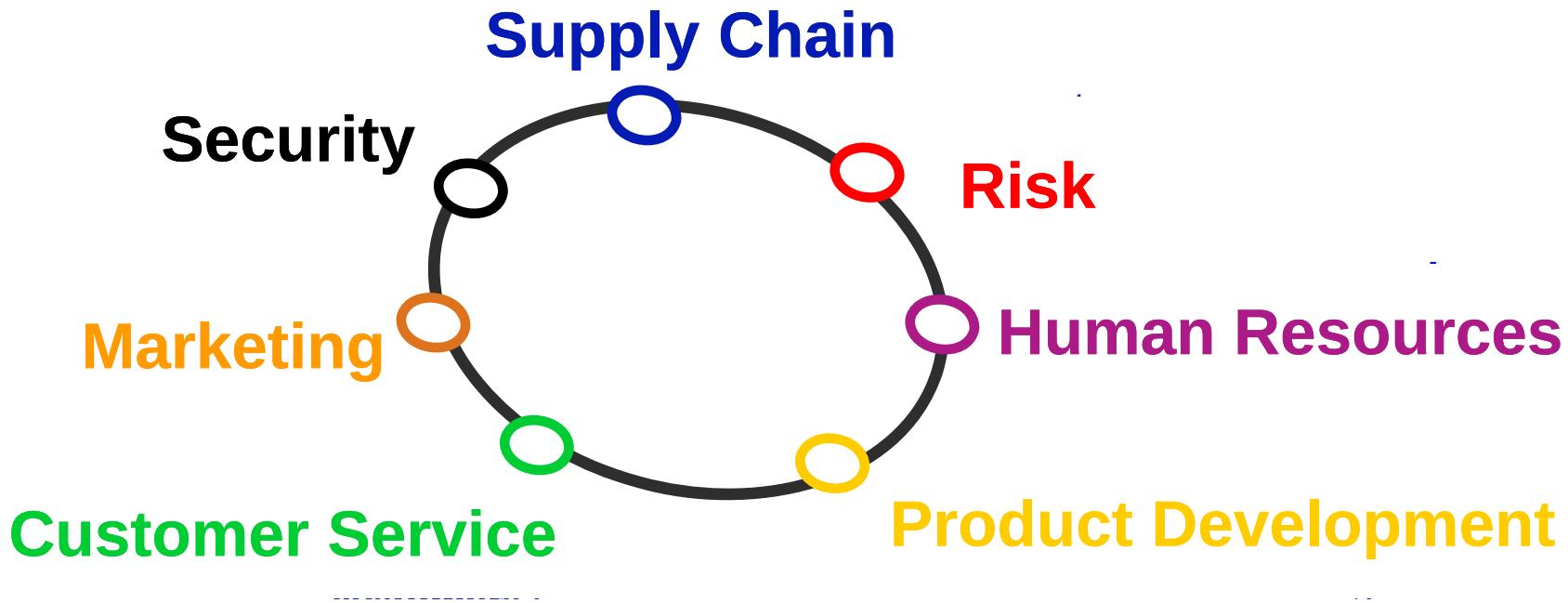
571 new websites are created every minute of the day
VOLUME OF BUSINESS DATA WORLDWIDE DOUBLES EVERY 1.2 YEARS
EVERY DAY, WE CREATE 2.5 QUINTILLION BYTES OF DATA
Brands and organisations on Facebook receive 34,722 Likes EVERY MINUTE
Data production will be 44 times greater in 2020 than it was in 2009
Twitter sees 12 Terabytes of Tweets EVERY DAY
BY 2020,BUSINESS TRANSACTIONS ON THE INTERNET - B2B AND B2C WILL REACH 450 BILLION PER DAY

IBM Social Media Analytics

- Analyse social media channels “on the fly” (eg blogs, discussions forums, Twitter, Facebook, Linkedin…)
- Determine affinity to multiple analytic dimensions
- Provide related topics above and beyond your search
- Seamlessly integrated with Cognos BI

Social Media Analytics Targets Business Issues



Social Media Analytics is NOT Just About Listening…

Social Media Impact

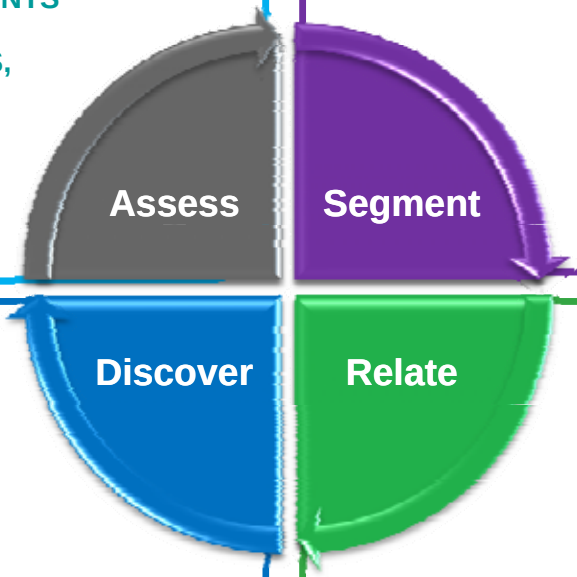
ARE WE MAKING THE RIGHT INVESTIMENTS IN PRODUCTS/SERVICES, MARKETS,CAMPAIGNS EMPLOYEES, PARTNERS?

- Share of Voice
- Reach
- Sentiment

Social Media Segmentation

ARE WE REACHING THE INTENDED AUDIENCES - AND ARE WE LISTENING?

- Geographics, Demographics
- Influencers, Recommenders, Detractors
- Users, Prospective Users



Social Media Discovery

WHAT NEW IDEAS CAN WE DISCOVER?

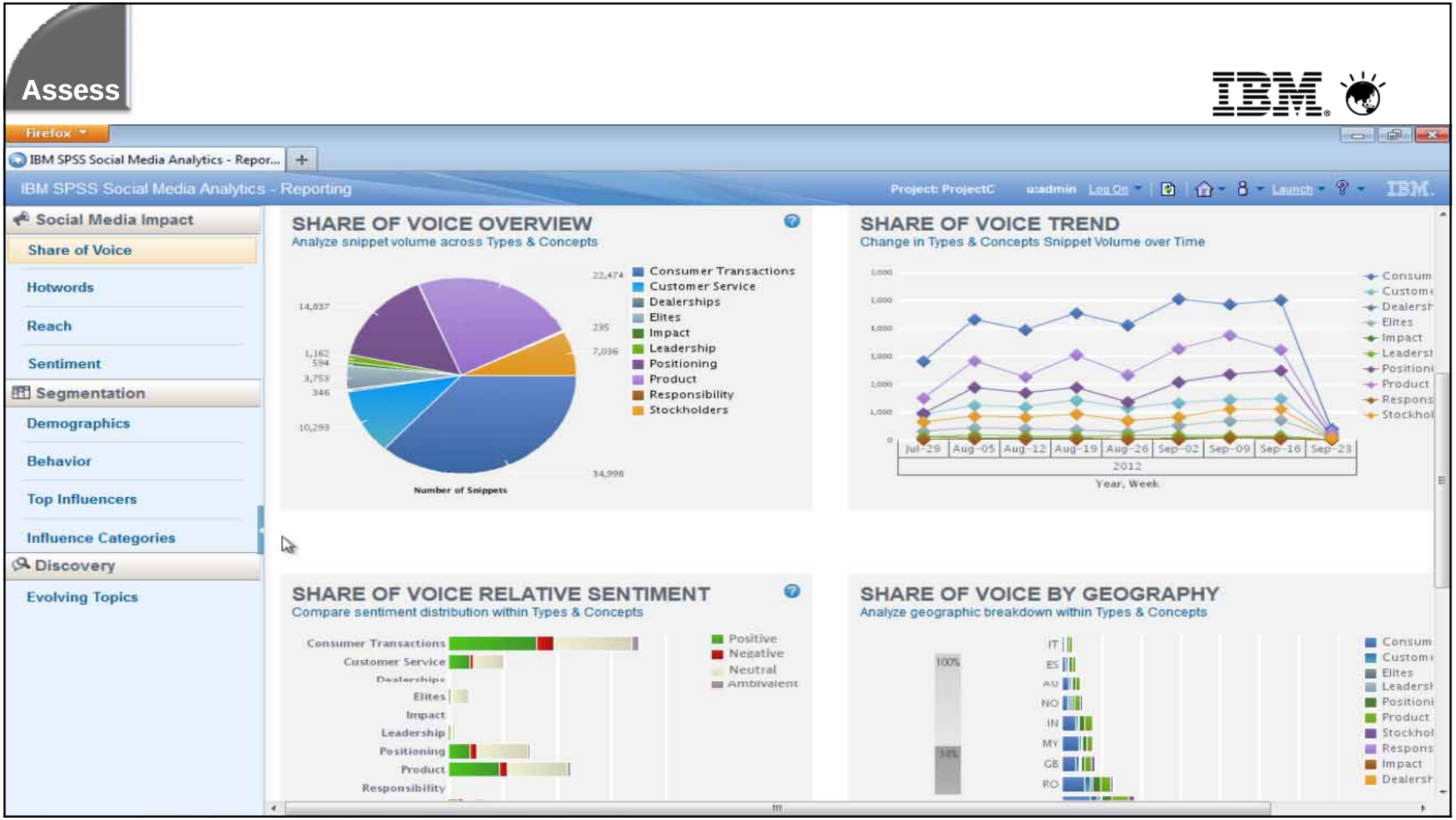
- Topics
- Participants
- Sentiment

Social Media Relationships

WHAT IS DRIVING SOCIAL MEDIA ACTIVITY, BEHAVIOR AND SENTIMENT?

- Affinity
- Association
- Cause

Assess


Firefox
IBM SPSS Social Media Analytics - Repor...
IBM SPSS Social Media Analytics - Reporting
Project: ProjectC
u:admin
Log On
Launch
IBM
Social Media Impact
Share of Voice
Hotwords
Reach
Sentiment
Segmentation
Demographics
Behavior
Top Influencers
Influence Categories
Discovery
Evolving Topics
SHARE OF VOICE OVERVIEW
Analyze snippet volume across Types & Concepts
22,474
14,837
235
7,036
1,162
594
3,753
346
10,293
34,998
Consumer Transactions
Customer Service
Dealerships
Elites
Impact
Leadership
Positioning
Product
Responsibility
Stockholders
Number of Snippets
SHARE OF VOICE TREND
Change in Types & Concepts Snippet Volume over Time
Jul-29
Aug-05
Aug-12
Aug-19
Aug-26
Sep-02
Sep-09
Sep-16
Sep-23
2012
Year, Week
SHARE OF VOICE RELATIVE SENTIMENT
Compare sentiment distribution within Types & Concepts
Consumer Transactions
Customer Service
Dealerships
Elites
Impact
Leadership
Positioning
Product
Responsibility
Positive
Negative
Neutral
Ambivalent
SHARE OF VOICE BY GEOGRAPHY
Analyze geographic breakdown within Types & Concepts
100%
34%
IT
ES
AU
NO
IN
MY
GB
RO

Segment

Firefox
IBM SPSS Social Media Analytics - Repor...
IBM SPSS Social Media Analytics - Reporting
Project: ProjectC
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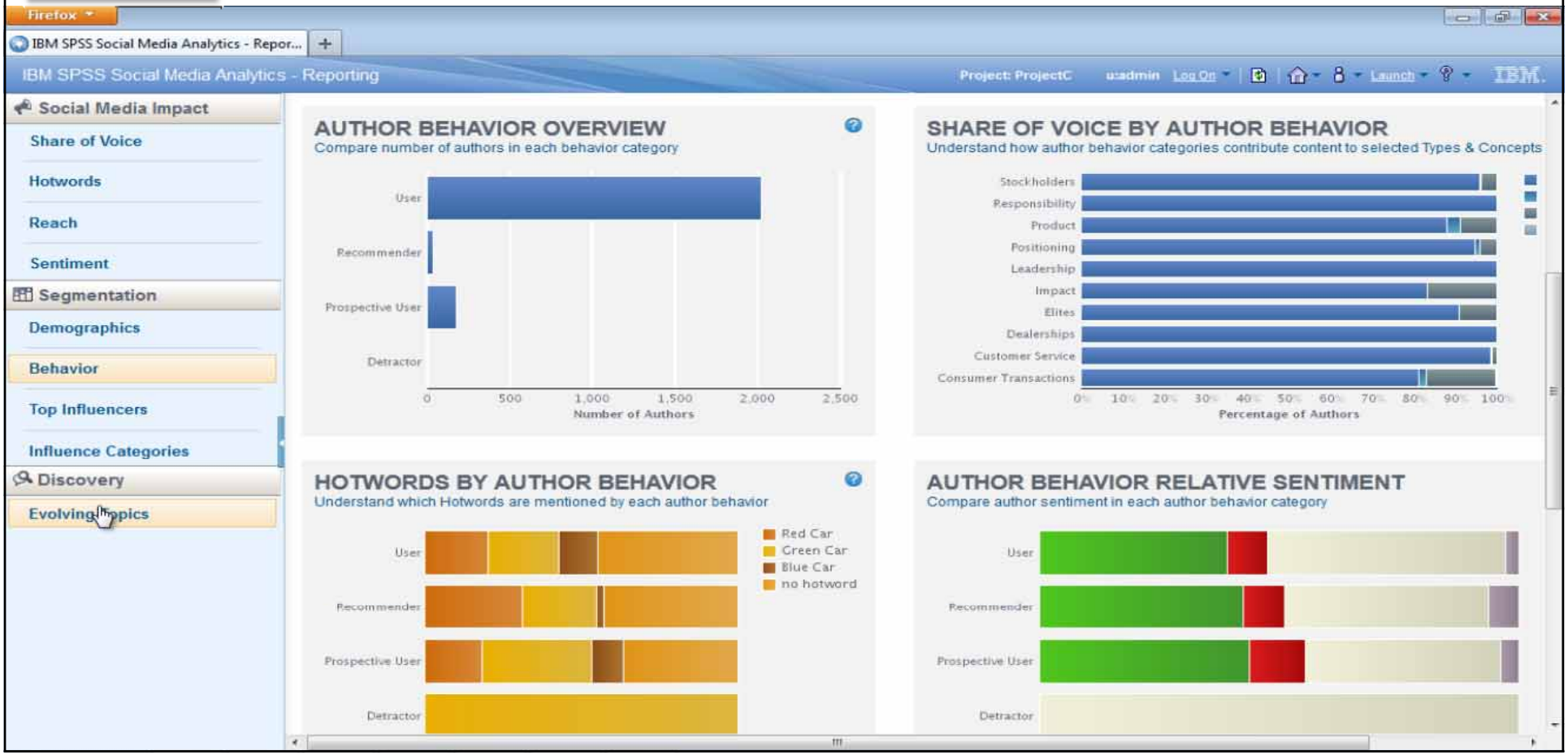
Log On
Launch
IBM
Social Media Impact
Share of Voice
Hotwords
Reach
Sentiment
Segmentation
Demographics
Behavior
Top Influencers
Influence Categories
Discovery
Evolving Topics
GENDER OVERVIEW
Compare number of authors by gender
1,090
3,183
10,004
Female 1,090
Male 3,183
Unknown 10,004
Number of Authors
Select Demographic Attribute
Gender
Gender
Married
Has Children
SHARE OF VOICE BY GENDER
Compare author distribution by gender within types and concepts
Stockholders
Responsibility
Product
Positioning
Leadership
Impact
Elites
Dealerships
Customer Service
Consumer Transactions
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
Percentage of Authors
Select Demographic Attribute
Gender
GENDER RELATIVE SENTIMENT
Compare sentiment distribution across authors by gender
positive
negative
neutral
Female
Male
Unknown
GENDER BY GEOGRAPHY
Compare author distribution by gender across geographies
100%
37%
US
CA
GB
IN
MY
DE
AU
IT

Segment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Social Media Impact
Share of Voice
Hotwords
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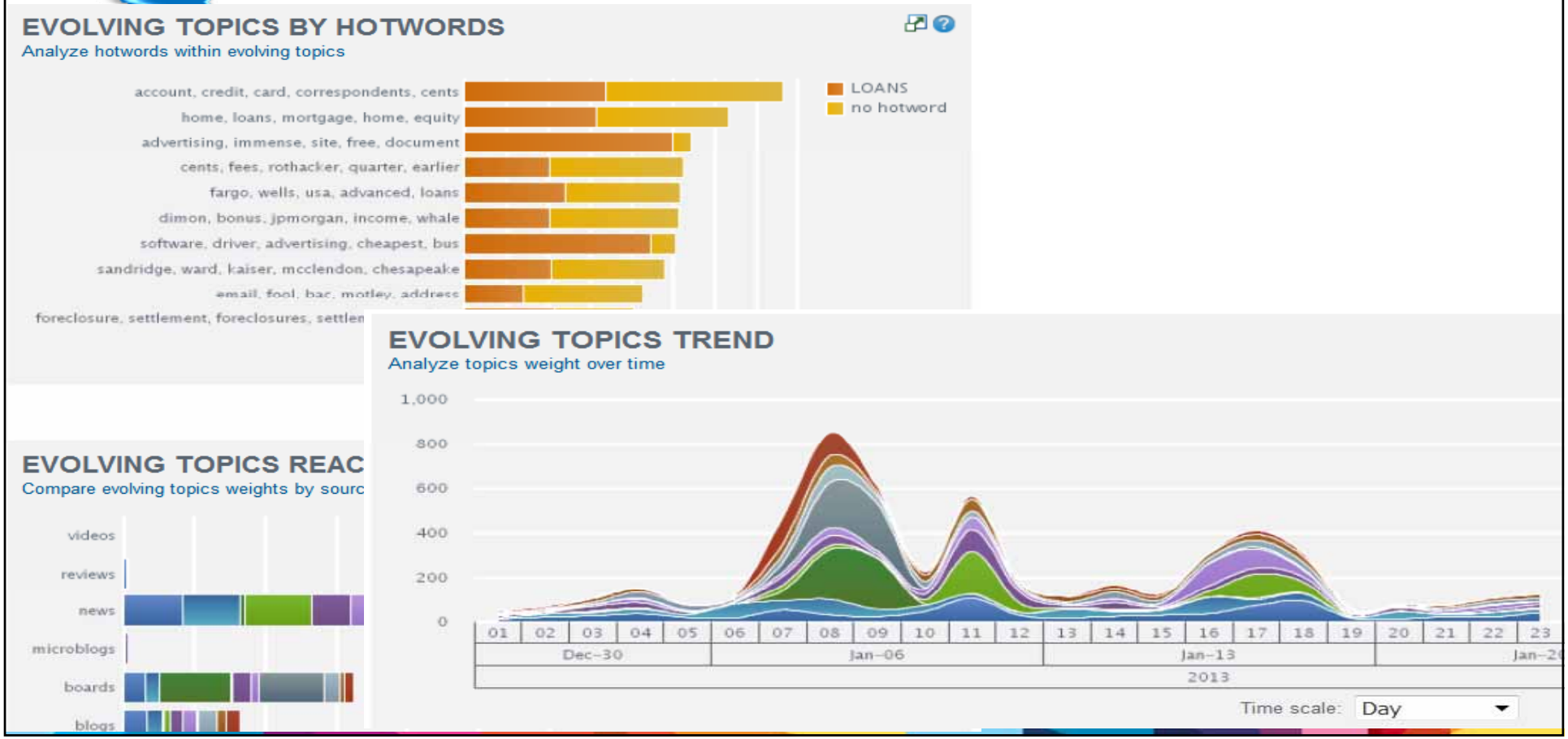
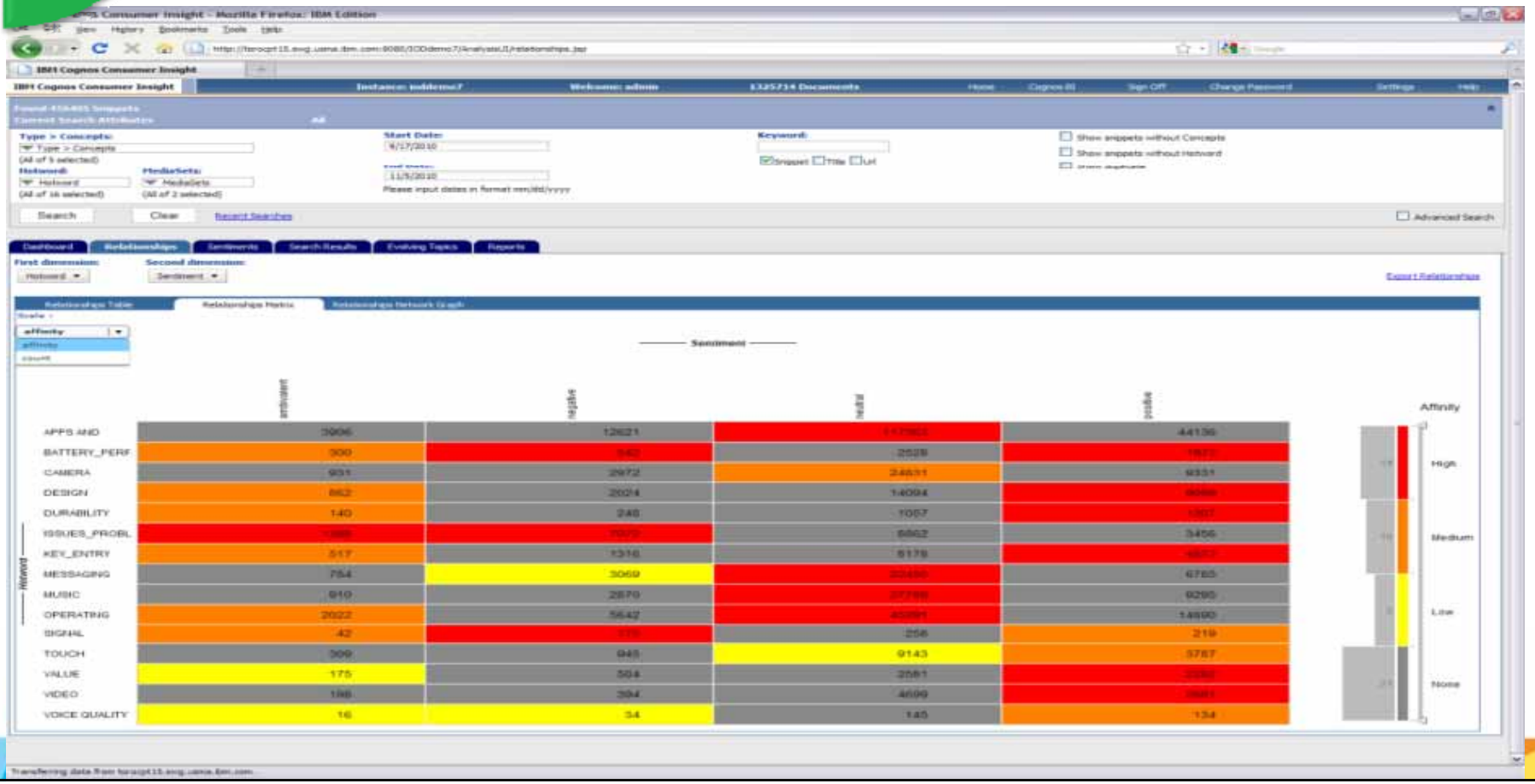
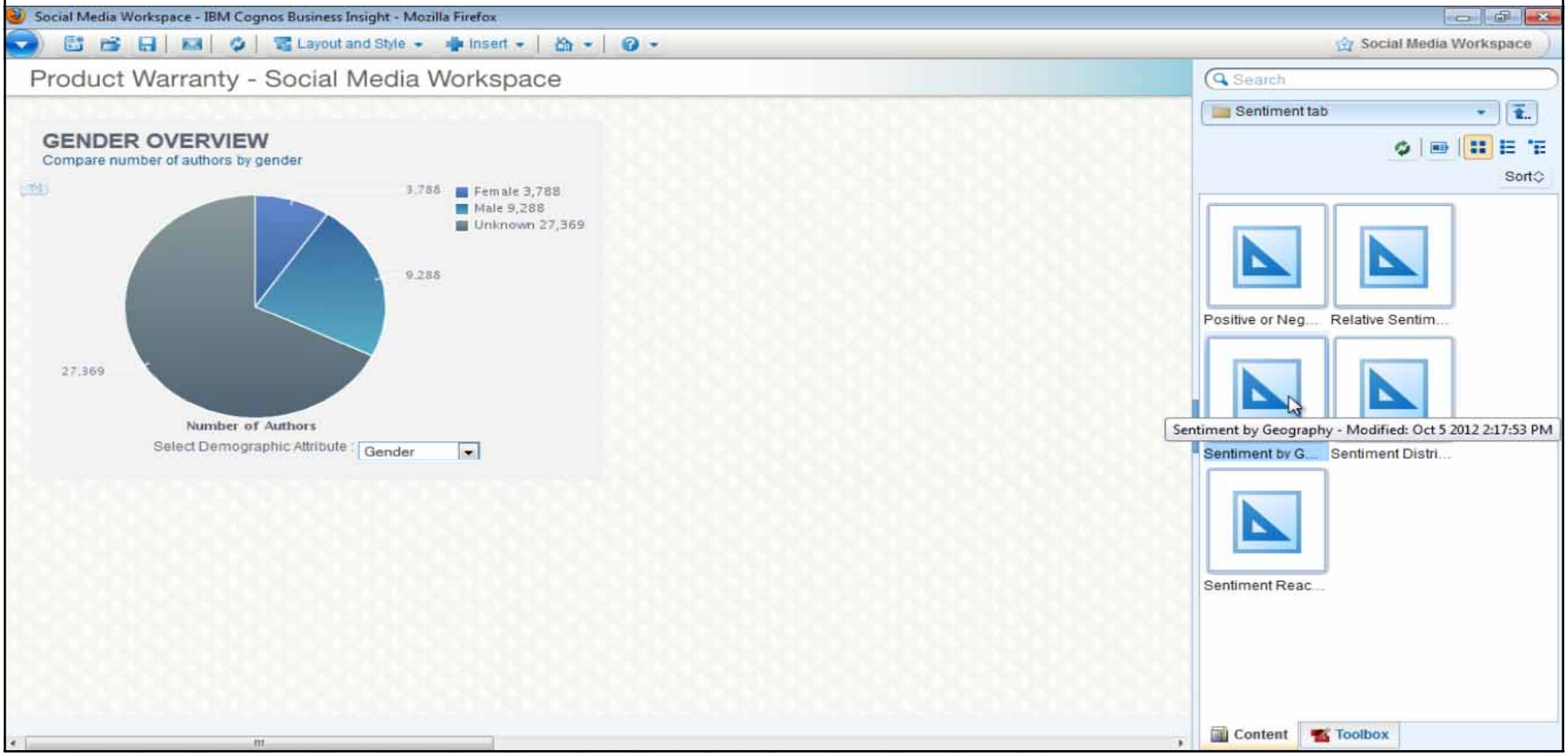
Segmentation
Demographics
Behavior
Top Influencers
Influence Categories
Discovery
Evolving Topics
AUTHOR BEHAVIOR OVERVIEW
Compare number of authors in each behavior category
User
Recommender
Prospective User
Detractor
0
500
1,000
1,500
2,000
2,500
Number of Authors
SHARE OF VOICE BY AUTHOR BEHAVIOR
Understand how author behavior categories contribute content to selected Types & Concepts
Stockholders
Responsibility
Product
Positioning
Leadership
Impact
Elites
Dealerships
Customer Service
Consumer Transactions
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Percentage of Authors
HOTWORDS BY AUTHOR BEHAVIOR
Understand which Hotwords are mentioned by each author behavior
User
Recommender
Prospective User
Detractor
Red Car
Green Car
Blue Car
no hotword
AUTHOR BEHAVIOR RELATIVE SENTIMENT
Compare author sentiment in each author behavior category
User
Recommender
Prospective User
Detractor

Discover

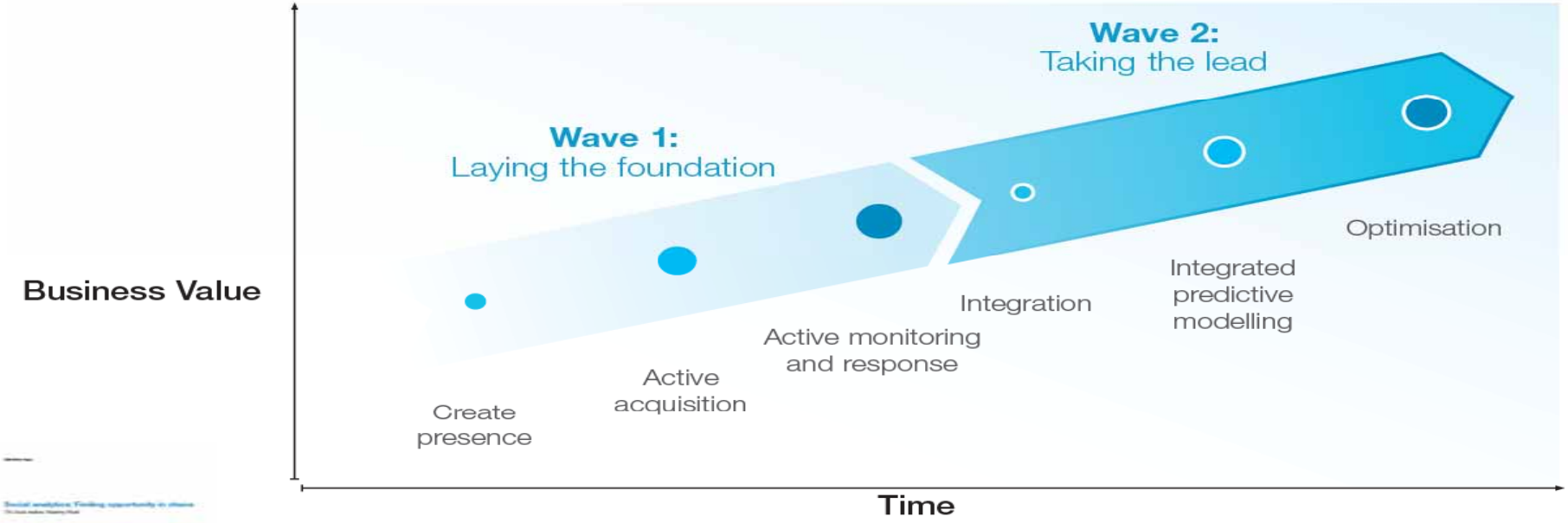

EVOLVING TOPICS BY HOTWORDS
Analyze hotwords within evolving topics
account, credit, card, correspondents, cents
home, loans, mortgage, home, equity
advertising, immense, site, free, document
cents, fees, rothacker, quarter, earlier
fargo, wells, usa, advanced, loans
dimon, bonus, jpmorgan, income, whale
software, driver, advertising, cheapest, bus
sandridge, ward, kaiser, mcclendon, chesapeake
email, fool, bac, motley, address
foreclosure, settlement, foreclosures, settlen
LOANS
no hotword
EVOLVING TOPICS TREND
Analyze topics weight over time
1,000
800
600
400
200
0
01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23
Dec-30
Jan-06
Jan-13
2013
Time scale: Day
EVOLVING TOPICS REAC
Compare evolving topics weights by sourc
videos
reviews
news
microblogs
boards
blogs

Relate


IBM Cognos Consumer Insight
Type > Concepts:
Start Date:
Keyword:
Search
Clear
Dashboard
Relationships
Sentiments
Search Results
Evolving Topics
Reports
First dimension:
Second dimension:
Sentiment
Affinity
APPS AND
BATTERY_PERF
CAMERA
DESIGN
DURABILITY
ISSUES_PROBL
KEY_ENTRY
MESSAGING
MUSIC
OPERATING
SIGNAL
TOUCH
VALUE
VIDEO
VOICE QUALITY
High
Medium
Low
None


Social Media Workspace - IBM Cognos Business Insight - Mozilla Firefox
Layout and Style
Insert
Social Media Workspace
Product Warranty - Social Media Workspace
GENDER OVERVIEW
Compare number of authors by gender
3,788
9,288
27,369
Female 3,788
Male 9,288
Unknown 27,369
Number of Authors
Select Demographic Attribute :
Gender
Search
Sentiment tab
Sort
Positive or Neg...
Relative Sentim...
Sentiment by Geography - Modified: Oct 5 2012 2:17:53 PM
Sentiment by G...
Sentiment Distri...
Sentiment Reac...
Content
Toolbox

Social Analytics Maturity Model



Social Analytics: Finding opportunity in chaos
The Social Analytics Maturity Model
http://ow.ly/bd71P

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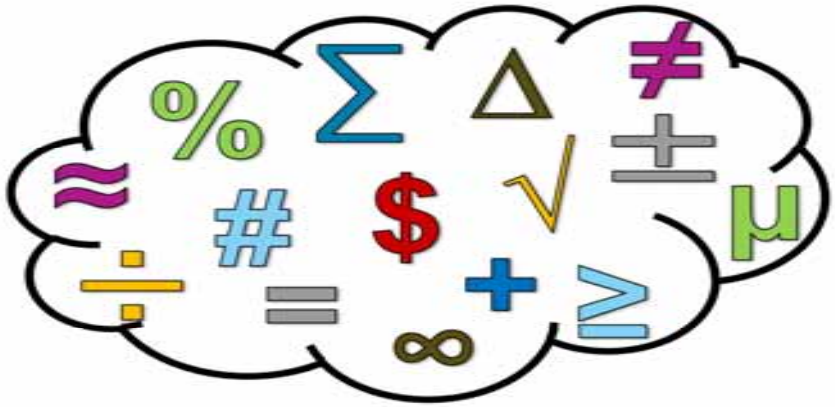
Analytics in the Cloud



Analytic Answers

- Benefit of Predictive Analytics
- Applications focused on
  - Insurance Renewals
  - Purchase Analysis & Offer Targeting
  - Student Retention
  - Prioritized Collections
  - Donor Contribution Growth
  - Telco Churn

Social Media Analytics

- Capitalise on the increase in Social Media
- Provides the ability to
  - Assess the impact in social media
  - Segment social audiences
  - Discover new ideas
  - Understand relationships and drivers

Data Collection

- Capture information in a timely fashion :
  - In the appropriate mode web, phone, in person
  - In the appropriate language
  - Author once, deploy to many
  - Instant access to data

Q&A

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Become part of the dialogue.

Join us on: *#SALive2013 @ibmbaanz*

Tweet your questions for the panel discussion this afternoon.